

World Diabetes Day  
WASHINGTON

Social Media Toolkit



# Create Your Own M.A.P. to Health

*Through Management, Awareness, & Prevention*

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# Introduction

In November, National Diabetes Month and World Diabetes Day (WDD)—November 14th, bring communities across the United States, and globally, together to:

- Celebrating and encouraging those maintaining or working towards a healthy life style,
- Increasing awareness and educating our communities, and
- Informing people on the importance of diabetes prevention.

In Washington State alone, we have over 627,000 people living with diabetes and nearly 2 million people with prediabetes. As a consequence, diabetes is the seventh leading cause of death in our state. For this reason, we hope to use National Diabetes Month and World Diabetes Day to increase awareness about this condition. On behalf of the American Diabetes Association, Molina Health Care, Benaroya Research Institute, JDRF, Northwest Kidney Centers, Washington State Department of Health, Washington State University, YMCA of Pierce and Kitsap Counties, we would like to invite you to join us in participating in the World Diabetes Day Washington 2017 social media campaign.

The campaign aims to draw attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public and political spotlight. Here in Washington, local non-profit organizations, educational institutions, healthcare providers, government agencies, research institutes, diabetes support groups and other public and private sectors all work together to raise awareness of diabetes in our communities. This year's theme in Washington State, "Create Your M.A.P. to Health", highlights three key components of the fight against diabetes: management, awareness, and prevention. In these three areas, we hope to empower individuals to make health choices that work for them and celebrate those working to maintain a full and healthy lifestyle while living with this condition.

This social media toolkit was created with the intention to complement and support related diabetes awareness campaign efforts.

## Target Audience

People with diabetes and people caring for someone with diabetes — parents, families, friends, caregivers, and community health workers—were selected as the primary audience to increase awareness about the importance of diabetes awareness, prevention, and management.



# How to Use this Toolkit

This campaign includes three primary key message categories: diabetes management, diabetes awareness, and diabetes prevention.

Below are the key elements used within this campaign:

- ✓ Introductory letter sent to communicators introducing the campaign
- ✓ Social media posts from each of the three key message categories
- ✓ A sample distribution schedule

Each message category includes optional hashtags that can be used for the campaign. Facebook and Instagram posts have the capacity to include many hashtags, but because Twitter posts have limited space, priority should be given to including #WDDWashington.





Dear communicator,

Diabetes is a growing epidemic in Washington State. More than 627,000 individuals are living with the disease, and around 2 million more are living with prediabetes, which could become type 2 diabetes in the future. The World Diabetes Day Washington (WDDWashington) campaign goal is to boost awareness of this rising health concern, promote early screening, and effective management by:

- Celebrating and encouraging those maintaining or working towards a healthy lifestyle,
- Increasing awareness and educating our communities, and
- Informing people on the importance of diabetes prevention.

This campaign involves multiple organizations who collaborated to build the attached social media toolkit that will raise awareness to the importance of decreasing the impact of diabetes in our state by encouraging #diabetesmanagement, #diabetesawareness, and #diabetesprevention. This toolkit is located on the Diabetes Connection website ([diabetes.doh.wa.gov](http://diabetes.doh.wa.gov)).

We hope you will join us by adopting this toolkit and spreading the campaign over the next six weeks. Check out the [WDDWashington](#) Facebook, Twitter, and Instagram pages to keep up with our posts and see more social media messages. The [Diabetes Connection](#) site also contains a guide to organizing a [Community Conversation on Diabetes](#) that will help facilitate a discussion on diabetes in your area.

In addition to the social medial toolkit and community guide, we would like to encourage the use of the international blue circle symbol to signify the unity of the global diabetes community, in response to the diabetes epidemic. We also encourage everyone to wear blue on November 14<sup>th</sup> to symbolize the support to WDDWashington campaign. You can post pictures of your group with the blue circle or wearing blue to social media with #WDDWashington.

If you wish to be removed from this list, please contact [WHOM]. Thank you for helping spread the word!

Sincerely,

[NAME(S)]



# Campaign Elements:

## SOCIAL MEDIA POSTS



### KEY MESSAGE CATEGORY # 1

Diabetes Management & Control = Empowered Communities

Optional Hashtags: #DiabetesAwareness #WDDWashington #PreventDiabetes

#DiabetesManagement #Type2DM

1. Is #Diabetes new to your life? Check out this 4 steps to keep your diabetes on track

[www.cdc.gov/diabetes/ndep/pdfs/tips-to-help-you-stay-healthy.pdf](http://www.cdc.gov/diabetes/ndep/pdfs/tips-to-help-you-stay-healthy.pdf) #WDDWashington

**Download Image:** [StopDiabetes](#)



2. Being active & eating healthy can manage #DM & prevent #Type2DM. What's 1 change you can make for #WDDWashington?

[www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity](http://www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity)

**Download Image:** [ADAHealthyHabits](#)



3. Thanks for supporting #WDDWashington. To find #diabetes resources near you, call 211 or visit [win211.org](http://win211.org) #PreventDiabetes

**Download Image:** [CapitolCircle](#)





## KEY MESSAGE CATEGORY # 2

Diabetes Awareness = Educated Communities

Optional Hashtags: #DiabetesAwareness, #WDDWashington, #PreventDiabetes, #LearnAboutDiabetes

1. 627,000 people in Washington have diabetes & 1 out of 4 don't know it. Are you one of them?

[doh.wa.gov/Diabetes](http://doh.wa.gov/Diabetes) #WDDWashington

**Download Image:** [Snapshot Infographic](#)



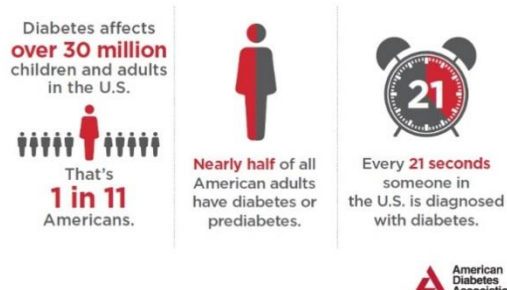
2. #Diabetes is not a choice. Spread the word & share your story #ThisIsDiabetes #WDDWashington #LearnAboutDiabetes [www.diabetes.org/diabetes-basics/myths](http://www.diabetes.org/diabetes-basics/myths)

**Download Image:** [NotAChoice](#)



3. Did you know: in the next 24 hours, more than 4,000 Americans will be diagnosed with diabetes? Learn more: [professional.diabetes.org/sites/professional.diabetes.org/files/media/fast\\_facts\\_8-2017\\_pro\\_3.pdf](http://professional.diabetes.org/sites/professional.diabetes.org/files/media/fast_facts_8-2017_pro_3.pdf)

**Download Image:** [21Seconds](#)



4. 2 million people have prediabetes in Washington. Are you one of them? Check your risk!

[doihaveprediabetes.org](http://doihaveprediabetes.org)

#WDDWashington

**Download Image:** [WAPrediabetes](#)



### KEY MESSAGE CATEGORY # 3

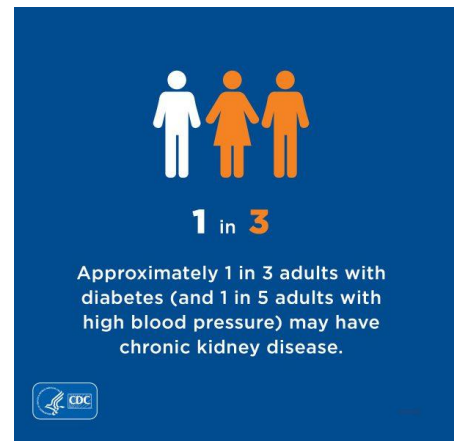
Diabetes Prevention = Healthy Communities

Optional Hashtags: #DiabetesAwareness #WDDWashington #PreventDiabetes

1. These risk factors increase your chances of developing type 2 diabetes. Take the risk test at [doihaveprediabetes.org](http://doihaveprediabetes.org)  
#WDDWashington  
**Download Image:** [Risk Factors Infographic](#)



2. #diabetes raises your risk of developing chronic kidney disease. Learn how to protect your kidneys  
[www.niddk.nih.gov/health-information/kidney-disease/chronic-kidney-disease-ckd](http://www.niddk.nih.gov/health-information/kidney-disease/chronic-kidney-disease-ckd)  
#WDDWashington  
**Download Image:** [CDC Info Card](#)



3. We stand together to fight diabetes! Learn about [worlddiabetesday.org](http://worlddiabetesday.org) & share how you support people with diabetes  
#WDDWashington  
**Download Image:** [WDDWashington Logo](#)



### Helpful Resources:

[www.diabetes.doh.wa.gov](http://www.diabetes.doh.wa.gov)

[www.diabetes.org](http://www.diabetes.org)

[www.idf.org](http://www.idf.org)







Below is a sample schedule that uses the included campaign elements of key messages, letter and sample posts. Posts could be sent out daily or a few times a week, and can be used multiple times throughout the campaign.

This campaign begins October 16, 2017. Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14<sup>th</sup>, 2017.

### WEEK ONE:

- ✓ Introductory letter is sent to communicators
- ✓ 3 posts on 3 separate days with at least one featuring **diabetes awareness**

### WEEK TWO:

- ✓ 3 posts on 3 separate days. Posts on October 23, 24 and/or 25 should feature **diabetes prevention** and, if possible, include local diabetes education organizations

### WEEK THREE:

- ✓ 3 posts on 3 separate days, one from each key message category

### WEEK FOUR:

- ✓ 3 posts on 3 separate days, one from each key message category

### WEEK FIVE:

- ✓ 2 posts on 2 separate days, two from category #3. On November 14<sup>th</sup> use 3<sup>rd</sup> message on category #3 or another of your choosing to commemorate World Diabetes Day

### WEEK SIX:

- ✓ 3 posts on 3 separate days, one from each key message category

### WEEK SEVEN:

- ✓ 3 posts on 3 separate days, one from each key message category. On November 30<sup>th</sup> utilize 3<sup>rd</sup> message from category #1 or create your own to thank community members for supporting WDDWashington campaign



# Acknowledgements

This toolkit was developed thanks to the hard work and collaboration of individuals from the following organizations

- American Diabetes Association
- Benaroya Research Institute
- JDRF
- Molina Health Care
- Northwest Kidney Centers
- Washington State Department of Health
- Washington State University
- YMCA of Pierce and Kitsap Counties

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For more information on the WDDWashington campaign or for assistance with this toolkit, please feel free to contact:

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For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 1-800-833-6388).



[twitter.com/WDDWashington](https://twitter.com/WDDWashington)



[instagram.com/wddwashington/](https://www.instagram.com/wddwashington/)



[facebook.com/WorldDiabetesDayWashington](https://www.facebook.com/WorldDiabetesDayWashington)

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